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**THE WORLD'S
MOST LUXURIOUS
HOTEL****RATES**

Single Rooms, \$2.50 per day; with bath, \$4.00, \$5.00 and \$6.00.
Double Rooms, with two Beds and Bath, \$6.00, \$8.00 and \$10.00 per day.
Parlor, Bedroom and Bath, \$12.00 per day and upward. Parlor, two Bedrooms and one or two Baths, \$16.00 per day and up.
FRED. STERRY, Managing Director.

Hotel St. Regis
17th Avenue and 40th Street
New York

**The Cost of Living at the
ST. REGIS**

Including rooms and restaurant, is no greater than at any other high-class hotel, notwithstanding reports to the contrary. Outside room, \$3.00 and \$4.00 per day; with private bath, \$5.00 per day; \$6.00 for two people. Parlor, bedroom and bath, \$12.00.

**Hotel
Knickerbocker**

In the Heart of Greater New York.
Broadway at 42d St., New York

JAS. B. REGAN, Prop.
Perfect Service. Luxurious Rooms. Banquet Halls.
600 Sleeping Rooms.
400 Rooms with Private Baths.
SPACIOUS RESTAURANT
RATES
Single Rooms \$2.50 per day; with baths \$3 and \$4.
Double Rooms with bath, \$5, \$6 & \$7 per day.
Parlor, Bedroom and Bath, \$10 to \$18 per day.
Parlor, two Bedrooms and two Baths, \$14, \$16 and \$20 per day.

HOTEL BELLECLAIRE

Broadway and 77th Street.
New York.
Subway, 79th Street.

A Perfectly Constructed Hotel of Steel. Thoroughly Fireproof. Situated in the Most Fashionable Residential Section of New York. Having an Uninterrupted View of the Hudson River, Palisades of New Jersey and Riverside Park. Ten minutes from Grand Central Station. Appeals to the most exclusive clientele, the only patronage desired. All Surface Cars Transfer to the Hotel. Most Accessible to Shops and Theatres. Cuisine the Best. The Culinary Department will be made a Particular Feature and will be Under the Personal Supervision of Mr. Frank A. Archambault, Proprietor of the Belle Claire and of the Well Known Restaurant of that name, 102d St. Transient Rates from \$2.50 up. Send for Illustrated Booklet.

ALBERT R. KEEN,
Manager.

**RECTOR'S
Restaurant**

Times Square New York

HEALY'S

141, 143, 145 AND 147 COLUMBUS AVENUE AND 66TH STREET

Telephone 2560 Columbus NEW YORK

TO OUR PATRONS. In connection with our establishment we have a large BANQUET ROOM, also a BALL ROOM, artistically designed, decorated and furnished, for private dinners, wedding, theatre and late supper parties; specially equipped for club dinners, beefsteak parties and game suppers.

"A Unique Way To Entertain."

We also have several new features this season: AN AFRICAN JUNGLE ROOM, a SOUTHERN LOG CABIN and a SILVER GRILL and a BALL ROOM which are elaborately fitted up in full representation of their names. You are cordially invited to inspect them. We are now booking dates in any of the above rooms.

**BILLIARD
ROOMS**

Fifteen Tables

Timothy Flynn, Proprietor

27 Park Place and 24-26 Murray St.

New York

**Times Square
Hotel**

M. NEWGOLD, Prop.

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Oyster and
Chop House**759-761-763 Sixth Avenue
Opposite Hippodrome NEW YORK**THE
Madison Avenue
HOTEL**

Madison Ave. and 92d St.
Delightful Location Overlooking
Central Park

Most Desirable Suites or Single Rooms
for permanent or transient guests

At Extremely Moderate Rates

J. J. MADDEN, Mgr.

HOTELGUESTS WELL TREATED**AND RESTAURANT FOLKS ARE
COURTEOUS TOO.**

These Are the Reasons Why These Enterprises in This City Are so Successful—
The Path to Success as Marked Out by One Leading Proprietor.

Were one to examine into the various ingredients that go to make up success in the hotel and restaurant business there are several that would not be very difficult to decide upon. Adequacy and up-to-date-ness of equipment, excellence of the cuisine and of service, would, we should think, generally assure a full house and good profits for the management.

But these are results rather than causes, and the creating and maintaining of an organization which will bring about these things is a vastly more complicated affair. In the methods of arriving at such ends the personality and acumen of the head of the house is shown.

One of the most noted of New York hotel proprietors when asked his idea as to the best way of solving this problem of management said:

"There is no greater test of the perfection of an organization than the treatment a visitor gets from the employees. He must be received with all possible courtesy and made to feel that he is a welcome guest rather than a stranger borne on sufferance for the money that he leaves with us.

General Excellence the Aim.
"Of course politeness will not replace poor food or inferior accommodations, but those things, I think, are rather more or less taken for granted. Assuming them to exist therefore, I believe that the hotel patron appreciates in addition more than most realize an atmosphere of attention and alertness to meet his wishes on the part of all hotel employees, from highest to lowest. He should be made to feel at home, as if he were in his own house. It is for him to command, for us to courteously respond.

"This spirit can best be produced and maintained, I believe, by the actions and example of the proprietor. I never, for instance, speak in any way but a polite one to the employees here. They do not run away when I come around. And if I perceive a fault upon their part I do not threaten them with a discharge. I merely say that I shall report the incident to the head of their department, and I find that it is very seldom repeated."

Hospitable Hotels.
These remarks from perhaps the most widely known hotel man in the country are worthy of attention. They indicate the development of the modern ideas of harmony and cooperation in every way. There is order and graded responsibility within the organization and unity of purpose in providing not only for the comfort but for the peace of mind of the guest.

Properly carried out, the ideas embodied in such a system result in making the hotels and restaurants of this country not only the most luxurious but the best managed and most homelike of any in the world.

Needs of the Liquor Trade.
A prominent man in the trade, discussing the outlook for 1907, said very frankly:

"While we have just passed through a year which undoubtedly will be a memorable one in the annals of finance and the commerce of this country, as well as that of other lands, I am certain that the wine and spirit trade in general has suffered no more than other branches of trade—in this face of antagonism from many sources.

"While an extreme optimist can hardly have many followers in our line of business there is no place at all for the pessimist. Wines and spirits have been in use since days immemorial and will continue to find appreciation and useful service to the end of all days.

"The American idiosyncrasy known as reform has full sway nowadays. It has its good purposes, though there are those who would reform heaven if they could get enough men together to form a club. That reform is more strongly directed against the liquor interest than any other is undoubtedly due to the fact that it pays the grafter in the ranks of the Anti-Saloon League better than any other profession, for he finds many easy marks among gullible listeners. That there is a sucker born every minute of the day is an old saying among gamblers, and the aforesaid grafter, knowing this to be the case, has no trouble enriching himself.

"All this is not new to your many readers; however, it is worth mentioning as a reason to believe that with the education of thinking people, and Americans certainly are such, they will in a comparatively short time learn that the movement against the saloon and the trade in general, while undoubtedly justified to some extent, is mainly kept alive by a lot of contemptible leeches who work not for a public good but altogether to gain their own ends.

"The future of the wine and spirit trade therefore rests to a great degree, first of all, in the elimination of the dive; secondly, the elimination of the number of saloons with an enforced police regulation, and, thirdly, and by no means last, the education of the general public to the knowledge that the well regulated and licensed saloon is the best means of eliminating drunkenness and that this is by far a better solution of the problem than the illicit traffic created through speakeasies, bootleggers and kindred means, which are the natural outcome of prohibition and local option.

"The year 1908 will undoubtedly require a continuation and increased activity in the educational work so well fostered during the past year by the organized efforts of the trade. There must be no letup in this work and none should shirk his duty, however unimportant he may consider himself in his self-esteem.

"The wine and spirit trade will neither cease to exist nor in the days to come cease to be a source of profit to invested capital. In what manner it may continue depends a lot upon the responsible men connected with it. Let them eliminate from the rank and file any objectionable character, be he wholesaler or retailer, and stop all sanctioning of spurious methods of trafficking, and they will eventually command the respect which the wine merchant enjoys in other countries."

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The Comforts of a Home with the Convenience of a Hotel in an Ideal Location. Near Theatres, Shops and Central Park.

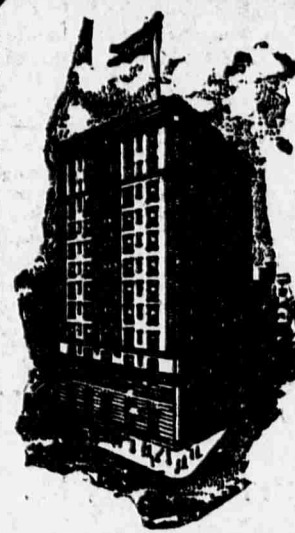
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The most attractive house in New York for permanent and transient guests.

Transient rates \$2.50 with Bath and up. All outside rooms. Special rates for permanent guests.

10 MINUTES WALK TO 20 THEATRES.

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HARRY P. STIMSON, formerly with Hotel Imperial.
R. J. BINGHAM, formerly with Hotel Netherland.

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32nd and 33rd Streets
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It is a magnificent building, with an open central court and palm garden, ninety by one hundred and ten feet; insuring the best light and ventilation of any New York City hotel.

It is absolutely fire-proof, replete with every convenience and luxury, up-to-date in every detail; in close touch with amusement and shopping centre and transportation lines. Subway station at the door.

It is famous for the courteous attention given to all guests by every employee.

Its dining room, restaurant and cafe (European plan) are noted for excellence of fare, high class service and moderate price. Fine music.

Advance engagement of rooms will add greatly to your comfort.

Write for illustrated booklet and any information desired.
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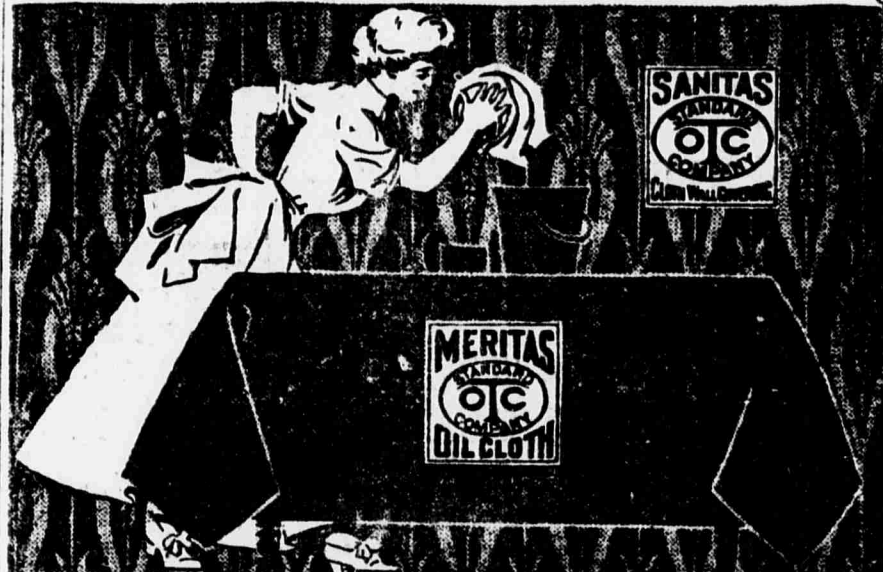
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DRINK**Coca-Cola****The Satisfactory Beverage**

Has more to it than wetness or sweetness. It relieves fatigue of brain, body and nerves; quenches the thirst as nothing else will; refreshes and pleases.

GET THE GENUINE**Delicious—Wholesome—Thirst-Quenching****REPORT OF CHICAGO CHEMIST**

The Columbus Laboratories, Commercial Food and Medical Analyses.

103 State Street, Chicago, April 15, 1907.

Coca-Cola Company, 1222-1228 Wabash Avenue, Chicago.

GENTLEMEN—We beg leave to report to you the result of analysis of Coca-Cola.

We purchased in the market an original package of one gallon of Coca-Cola. The contents of this jug were subjected to a very careful and exhaustive analysis, for cocaine and alcohol, and we failed to find any trace of either. Caffeine was found to the extent of .2 of 1 per cent. The amount of caffeine contained in one ounce of Coca-Cola, used for making one glass of the prepared drink, is less than one-half that is contained in a cup of coffee of average strength.

Very respectfully submitted,

THE COLUMBUS LABORATORIES,
Per J. A. Wisener.